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MAGNAGRAPH®
VISUAL
CONTROLS

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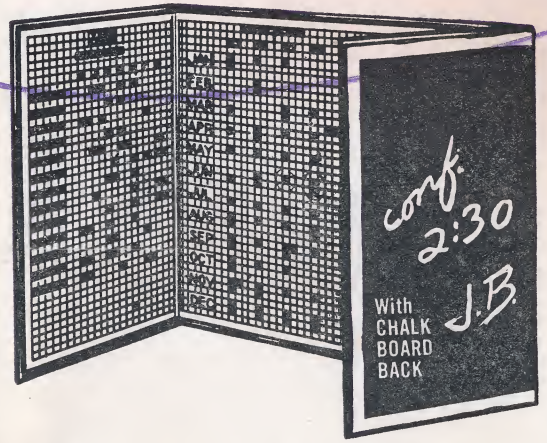
"Controls Are Like Secretaries, the uncomplicated work best"



MAGNETIC VISUAL CONTROLS
THAT SAVE TIME AND MONEY . . . .

Did you ever look at white wallpaper?

. . . and notice that it's whiter than most any typing paper you've ever seen? That's because wallpaper can be painted white, with pigments that are whiter than bleached paper fibers. What would happen if we tried using painted paper for reproduction typing? What would happen: it has happened, and the result is this newest copy preparation aid. PRINTERS CHOICE Typing Reproduction Paper is a typewriting bond paper with a velvety-smooth super-white painted coating that gives carbon-ribbon typewriting a crispenss and contrast you never saw before. Brilliantly white, yet PRINTERS CHOICE Typing Reproduction Paper has a soft matte finish that cannot throw glare or reflections.

Once you see how PRINTERS CHOICE Typing Reproduction Paper boosts the quality of your reproduction typing, you'll agree that it's just a waste of time to type for reproduction on ordinary paper. With PRINTERS CHOICE Typing Reproduction Paper you get better printed results with no extra preparation time or trouble. The fact is, you'll save time with PRINTERS CHOICE Typing Reproduction Paper because . . .

PRINTERS CHOICE

TYPING REPRODUCTION PAPER

FOR SHARPER, CLEANER TYPEWRITTEN COMPOSITION

PRINTERS CHOICE IS CLEAN – perfectly free of specks or dirt. No need to opaque or touch up.

TAKES CARBON RIBBON IMAGES LIKE A BREEZE – it's prime-coated for carbon ribbons.

TAKES RUBBER CEMENT CLEAN-UPS without feathering at edges.

TAKES INK LINES BEAUTIFULLY! Underscore, draw boxes, make column rules or tabular forms on PRINTERS CHOICE without feathering or fuzzing, without start or stop blurbs.

Tailor-made for paste-up work, PRINTERS CHOICE is also back coated with a moisture-resistant resin, to offer these extra advantages:

IT STAYS FLAT – won't curl or buckle. Easier to position accurately in your paste-up assembly.

HOLDS BACK RUBBER CEMENT "BLEEDING." Eliminates another copy preparation bugaboo.

HOLDS BACK RUBBER CEMENT SOLVENT – makes it easy to lift and reposition copy. You don't have to "let well enough alone"; you needn't worry about damage or bleed-through to copy as you use solvent to lift up your copy for repositioning.

There's a beauty in your typewriter keys you haven't discovered till you try PRINTERS CHOICE. For about 4¢ a page you can deliver a printed job that invites reading: sharper, clearer; so much more like professional typesetting. Try this copy preparation aid at Buckingham's risk, and see what PRINTERS CHOICE can do for you!

PRINTERS CHOICE

Use-test TYPING REPRODUCTION PAPER at our risk!

To: BUCKINGHAM GRAPHICS, INCORPORATED
537 Custer Street Evanston, Illinois 60202
Area Code 312–475-1111

Please ship, as soon as possible, PRINTERS CHOICE Typing Reproduction Paper in sizes and quantities indicated:

☐ 100 sheets 9"x12" $4.25 ☐ 300 sheets 9"x12" $12.10 ☐ 500 sheets 9"x12" $19.85
☐ 100 sheets 12"x18" $8.25 ☐ 300 sheets 12"x18" $20.65 ☐ 500 sheets 12"x18" $33.90

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Money refunded if you are not completely satisfied.

Another NEW product available from Buckingham Graphics Inc.

PRINTERS CHOICE

TYPING REPRODUCTION PAPER

dramatically boosts crispness and clarity of typewriting for offset reproduction